

## USA Ease-Up is Old Stuff Here

### Theatres Fight Marquee Fee

After spirited protests from legal representatives of several theatre companies, the Civic Works Committee of the Toronto City Council left in abeyance a suggestion that shadow boxes and marquees which encroach on city property be taxed. At the same time the Committee decided that no

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### James E. Lynch Passes On

James E. Lynch, manager of the Runnymede Theatre, Toronto, for the past 15 years, died in Toronto on Friday, June 5th. He died at Christie Street Hospital, where he had been a patient for the last four months, from a heart condition. He was 48 years old. The popular Famous Players man-

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### French Section for National Film Board

A French-Canadian section will be set up by the National Film Board to cater to moviegoers who speak Canada's other language. It is expected that Philas Cote of Montreal will head it.

Four French-Canadian shorts will be produced monthly. Gratien Gelinas, Montreal comedian, will be featured in one of them.

### Lieut. Gurston Allen To Ottawa NDHQ

Lieut. Gurston Allen has been called to active service and has been posted to the Directorate of Special Services in Ottawa. He's at National Defence Headquarters.

The Special Services Directorate deals with the branches of the Morale departments.

### Lower Rentals for Exhibitors Hit by Populace Shrinkage

The new American policy of Warners and MGM, that of easing rentals for situations hit by population shrinkage, is not new in Canada. Here Canadian exchanges moved quietly in the same direction over a year ago. At that time, when the

national effort was well under way, rural situations found themselves affected by enlistment of young men in the armed forces and the moving of older men to war work centres.

In this way Canadian exchanges anticipated and beat the gun on the new USA attitude of the

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### Something New—A Musical Twosome

Newest double bill idea is provided by Al Perly of the Kenwood, Toronto—a dual musical show. Perly noted that double horror and laugh shows were okay and has hooked up "The Great Waltz" with "Bala-laika." It's the seventh stopover for "Waltz." Local screen scribes noted the innovation in their columns.

Perly went to work on the music lovers with a vengeance, posting two sandwich-board men outside the Promenade Symphony at the Varsity Arena, which draws about 8,000 every Thursday night.

Another Kenwood future double bill with marquee meaning and attraction will be "Haunted House" and "I Wake Up Screaming."

### Figures On British Wartime Business

Britain's moving picture theatres' grand gross for 1941 were figured to be £65,000,000, an increase of £17,000,000 over 1940.

The estimate was based on the average weekly attendance of 25,000,000.

### Max Gordon Signs

Max Gordon, celebrated as one of Broadway's greatest producers, with a score of big hits to his credit, has signed a new contract under which he will produce one important picture a year for Columbia.

### Film Red Cross Net; \$31,000

The motion picture industry really spread itself during the Red Cross drive and turned something like \$31,000 in to humanity's greatest undertaking. That sum represented a considerable increase of the total of filmites' dollars and cents gathered during the last Red Cross campaign.

The committee, headed by Nat Taylor of 20th Century Theatres, who was backed up by Gordon Lightstone of Regal as co-chair-

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### Mickey Lauder



### Sir Harry Rooney



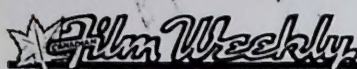
Sir Harry Lauder, the world's favorite Scot, saw a Glasgow preview of "Babes on Broadway" and a Mickey Rooney imitation of the Lauder art recently. Mickey handed out the famed Lauder song, "She's M' Daisy," with gestures and costumes to match.

So, without even a "collect" tag on it, a wire arrived from Sir Harry to Mickey on the "A Yank at Eton" set, part of which read: "Congratulations. From the past to the present consider you a top-notch. Keep right on to the end of the road." And Mickey is mighty proud of it.

**MIDNIGHT SHOWS  
KAYO'D IN HAMILTON**

The Hamilton, Ont. Board of Police Commissioners has passed a by-law prohibiting Sunday midnight shows except when a statutory holiday falls on Monday. The move had been under consideration for some time.





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## A New Deal

Jed Hawley, a man who loved all living things, lived quietly and alone. He did what he had to do to make a living and let life go at that. His nearest neighbor was Lije Rittle, a man of average character.

Jed and Lije got along well, though they were never intimates. As neighbors they needed each other in small ways. Minor differences were smoothed out easily. When politicians and others had things passed that they thought weren't fair, Jed and Lije joined with the other fellows on the block and fought side by side.

Lije had been borrowing Jed's lawn-mower for over ten years now. The last time Jed got his machine back his neighbor reported its uselessness. Jed, for all his handiness, found it beyond fixing.

Now a poor man was Jed Hawley, albeit good. His hobby was the beautiful, even green of his lawn and yard. This was his theatre, his car, his golf. Everything life denied him Jed found an equivalent for here.

An unhappy man was he as the unshorn locks of green on the scalp of his beloved bit of earth grew more tousled with the passing days. And a new lawn-mower was, to him, financially impossible.

Imagine the surge of joy that awakened Jed from his despondency when he heard the soul-stirring staccato of a new lawn-mower from across the fence. Sure enough, it was being propelled by neighbor Lije. At last!

"See you've got a new cutter there, Rittle," remarked Jed happily.

"Yep," answered Lije.

"We sure got a lot of good service out of my old one," pursued Jed.

"Oh, it was good enough, I guess," said Lije.

"Nice machine you've got there," Jed went on. "Kind of thought I'd like to borrow it for a bit."

Lije Rittle looked up sharply.

"Oh, I mean any old time you're through with it for a while," Jed spoke quickly, afraid that he had offended in some way.

Lije leaned on the handle and took the wisp of grass out from between his teeth. "I'd sure like to oblige you, Hawley," he said.

Jed felt himself freezing inside. The last time he got that feeling was when his wife was dying.

"Yep, I sure would," continued Lije. He nodded his head. "But I've been thinking things over lately. Kind of made up a new policy with myself, I ain't borrowing and I ain't lending any more!"

## There's A Moral There

Many things have happened to the motion picture business in Canada since the war began. Rules have been imposed that are designed to regulate according to the needs of war economy. Many of these are intended to have quick effect on matters that have been in dispute since the pioneer days of the business.

Because of urgency, some of these rules don't cover every corner of a business with more angles than an old-fashioned glass chandelier. That can't be done overnight. But government-made rules are laws—and as laws they are inflexible.

In the past the neighborliness of people in the several sides of the motion picture business has not been affected by the differences that are always cropping up. It remains for all not to strike a personal policy of not lending and not

## USA Ease-Up on Terms Old Stuff in Canada

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executive boards of their companies. By using their discretionary powers Dominion sales chiefs were able to help exhibitors keep their balance while populations shifted.

All Metro division branch managers have been instructed by William R. Rogers, vice-president in charge of sales, to search out situations affected in the USA and make allowances.

Warner Brothers is following the same policy. President Harry A. Warner gave the following order to his men:

"Find the exhibitor whose population has moved. Give him a break, even if you have to help him out with his rent. We must keep the theatres' doors open. I'm not kidding—I'm serious. I repeat: Find the exhibitor who needs to keep operating and see that he gets a break. Keep the doors open."

Wolfe Cohen of Vitagraph, Warner's Canadian outlet, echoed his chief's remarks.

"That policy is universal," he said. "We've been following it quietly for a long time. We're prepared to cut prices to the bone if necessary in order to keep the exhibitor in business. Wherever we've found hardship on the part of the theatre man, we've helped in every way we can. And we'll continue to do so."

At Regal Films, which distributes MGM product in Canada, Henry Nathanson stated that the new policy was no novelty on this side of the border.

"We have been doing that in 50 or 60 situation in Canada. Wherever it was necessary, easier arrangements have been made."

He pointed out that Canadian exchanges had no such way of protecting themselves as the USA has. While lowering the costs in situations requiring it, the American branches can make it up by raising them in centres which

borrowing any more because some war-time rule might give this section or that of the industry a short-term advantage. We still need each other.

The old system of settling between ourselves may not be as applicable as formerly. That depends on the government's viewpoint. But a fair attitude, instead of exploiting every legal technicality, will lessen the need of government supervision. The contrary is bound to lead to complete control.

It's up to you and you and you.

have grown as a result of war economy.

"Under the Wartime Prices regulations we can't raise prices. But we're going right on making adjustments wherever required," he said.

The problem of shrinking populations grew acute in Canada about a year-and-a-half ago. When things were at their worst the 20 per cent federal amusement tax came into effect and moved the theatres out of some family budgets. Exhibitors petitioned the government regularly for some relief without avail. The trade did everything it could to assist from the inside.

Canadian film executives, having had previous experience with war-time problems only now rising in the USA, grew in prestige. They have been called to New York frequently for conferences and many leading executives have come here for a preview of the state of the business in the USA during the war. A number of Canadian executives have received promotions as a result of their superior experience and judgment.

Though no companies other than MGM and Warner have made official announcements of the new policy, Canadian branches of all have been adhering to similar measure in the recent past.

## James E. Lynch Passes On

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ager had returned home a few days before his death but suffered a relapse and was brought back to the hospital.

Jimmy, born in Toronto, served overseas during the last war with the 38th Battery, CFA, and won the Military Medal. He joined Famous after the war and managed houses in Port Arthur and Windsor before coming to Toronto to handle the newly-built Runnymede.

In West Toronto Jimmy Lynch was a highly-regarded member of the community and served on many committees, particularly in sporting matters. He was president of the West Toronto Hockey League for a number of years.

Surviving are his widow, Violet T. Walsh Lynch and a son, Billy.

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## Theatres Fight Marquee Fee

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further permits for the erection of shadow boxes would be issued. This decision resulted from the recommendations of Works Commissioner R. C. Harris, City Solicitor R. C. Colquhoun, City Planning Commissioner Tracy D. leMay and Buildings Commissioner K. S. Gillies.

The shadow boxes were banned on a motion by Alderman Gordon J. Millen. The Committee decided to leave undisturbed the present ones but recommended that future boxes should be arranged for in the recesses of the building walls.

Joseph Singer K.C., appearing for the Independent Theatres Association, protested against a proposed assessment on advertising devices of \$1 per foot, with an annual minimum fee of \$10. Civic department heads, in bringing forward the plan, specified that the tax was to apply to signs having a lesser clearance of nine feet from the ground and reaching over the sidewalk more than four and one-half inches.

Mr. Singer said that he thought five cents per square foot with a minimum of \$1 per year would be sufficient.

Representing Famous Players, Norman S. Robertson pointed out that such a measure would bring hardship to the small merchant, costing him, in many instances, from \$30 to \$40.

Civic officials said that they favored the larger fee because it would discourage merchants from erecting signs.

## Canada Please Copy

The War Activities Committee of the USA has issued a campaign book for the sale of war bonds and stamps in theatres.

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## You Shoulda Been There

The Harry Firestone stag at the Royal York last week yielded plenty of goony goings-on, bright entertainment, horsey laughter and some nice sentimental moments.

All through the evening spontaneous combustion of a humorous nature caused sudden flames of laughter here, there and everywhere in the long room. Up to the head table floated the agonizing harmonizing of Walter Kennedy and Charlie Mavety knocking the windows out of their "Home on the Range." Walter, it seems, was trying to recapture that first careless rapture of song-plugging days and Cowboy Charlie lost himself deep in the heart of Texas.

Well over 100 flimtes showed up and an ugly rumor started that Archie Laurie of Esquire Films, who headed the committee, put a checker on the door when he saw the rush.

## That Quizzing Kennedy

There was a double-bill of toastmasters, with Archie Laurie handling the gag end and this columnist the serious side. Archie's presentations to the groom-elect and premiums to the guests cannot be reported here, lest we be barred from the mails. But they were plenty funny.

However, the scream of the crop was Walter Kennedy. With Commando tactics Walt captured the microphone and kept throwing witty grenades at Laurie, in the chair at the time. All attempts to find him failed.

The spoofy spook had hidden under the piano and when he finally yielded Haskell Masters recaptured the position and went to work on the bleeding Mr. Laurie. The boys from every office got a prize going-over that kept the crowd howling.

## Ken vs. Ben at Fizz Quiz

Probably the A stunt of the stag was Ken Soble's Alkaseltzer radio show, "Did I Say That?" Ken, there as a guest, brought along his recording equipment, lined up six film-flammers and threw movie queries at them. The broadcast will be aired on June 19th over CFRB, Toronto.

The boys on the verbal cross-firing were Harry Firestone, Ben Geldsaler, yours truly, Leo Devanney, Rube Bolstad and Nat Taylor. They were asked to name their business affiliations and positions. Listeners with some knowledge of the local film world will be surprised to hear, by their own confessions, that Nat Taylor is an office boy as the 20th Century Theatres and Rube Bolstad an assistant office boy at Famous Players.

The other staggers laughed and applauded as the boys answered the questions. Nobody questioned the answers so it is presumed that they hung up a neat gross of prize money—which they thumbed in the direction of the Red Cross.

Ken Soble asked Ben Geldsaler to give some movie phrases that weren't so bad as they sounded. Ben told about pictures "that died" and others that "knocked 'em dead." Then hesitated.

"One more?" coaxed Ken.

"Well," said Ben, "I've seen many a picture that 'laid an egg'!"

"Don't tell me," cooed Ken, "that Famous Players plays them?"

Ben, as head booker at Famous, is nominally responsible for picking winners—and losers. He was in a bit of a spot.

"Oh," he said in a you-can't-win-all-the-time tone of voice, "sometimes we get hooked!"

## And That Ain't All

Harry Firestone, after being presented with a golf bag filled with clubs, made the best speech of the night. Sam Firestone, Harry's dad, on being called on, gave voice to his pride in Harry and their assembled friends shared his pleasure. Jesse Kaplan, well-known non-flimite, replied wittily to Sam's toast to the then bride-to-be, Shirley Lynne Dunkleman.

There was a good floorshow, fun-inspiring refreshments, gin rummy and other types of excitement.

If you missed it, blame yourself. You shoulda been there.

## Film Red Cross Net; \$31,000

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man and Ed Wells as secretary, supervised the workings of representatives of every exchange who dug up every available dollar—or tried to. Certainly no contribution was missed through lack of effort.

Individual and firm donations from \$5,000 down to the smallest amount was the answer to the persuasive appeals of Herb Allen, Dick Main, Jack Arthur, Mark and Joe Plottel, Jack Hunter, Leo Devanney, Abe Cass and Harry Alexander. These boys gave their time and energy to reaping the harvest of film dollars in a way that made the rest of the industry proud and won deep appreciation from Red Cross officials.

Of course, they really had something to sell. And their hearts were in it. They were on the spot, too. Every campaign, general and community, now places special emphasis on the part the motion picture industry plays. There is no longer any attempt to win motion picture cooperation. A mere request is considered sufficient and complete assistance is taken for granted.

The Red Cross collection was merely a part of the industry's help. The Red Cross Film, "There, Too, Go I," which was sponsored by Col. R. S. McLaughlin of Oshawa, was shown in almost every theatre in the Dominion, a special industry committee guiding its course.

This direct appeal to the hearts of the people during their relaxed moments played an important role in spreading the full understanding of the part the Red Cross is playing today. In one instance a woman patron, after seeing the film, increased her donation several times over and said so.

Film men have joined so wholeheartedly in every form of war effort. So many committees exist now that they almost represent an industry within the industry.

## Inter-Exchange Reel Is Columbia's Newest

The boys who push the product for Columbia will be shown a special series of reels, made up of screen tests and clips from new pictures, to acquaint them with 13 of the studio's young players. So they'll know what they're talking about when they're spreading the good word around.

Players shown in the reels are Marguerite Chapman, Shirley Patterson, Alma Carroll, Leslie Brooks, Roger Clark, Jeff Donnell, Robert Stevens, Lloyd Bridges, Bruce Bennett, Frank Sully, Larry Parks, Adele Mara and William Wright.



# Digest of Reviews

## RKO-Radio

### CALL OUT THE MARINES

**Payoff:** A rough and rowdy romp featuring Victor McLaglin and Edmund Lowe renewing their routine of the last war. Plenty of good singing music.

**What Goes On:** The boys are battling over female affections, as of yore. This time it's Binnie Barnes. There's some minor spy stuff to string it together.

**Sizeup:** Paul Kelly, Dorothy Lovett, Franklin Pangborn, the King's Men and Six Hits and a Miss keep it bouncing.

## Republic

### REMEMBER PEARL HARBOR

**Payoff:** Under the USA's No. 1 battlecry, the studio has whipped up an exciting, if routinous, melodrama. It's a B.

**What Goes On:** It's a story about a hard-to-discipline soldier who is at odds with the service but distinguishes himself by a heroic deed, giving up his life and winning a posthumous medal.

**Sizeup:** Donald M. Barry, cowboy star, turns soldier in this one. He's supported by Alan Curtis, Fay McKenzie, Sig Ruman and Rhys Williams. It starts off with every torrid zone trick used in films before but leads up to some real thrills.

## Vitagraph Shorts

### THE DRAFT HORSE (Merrie Melodies)

A very good and uproariously funny color cartoon of a patriotic horse who leaves the farm to enlist.

### LIGHTS FANTASTIC (Merrie Melodies)

The lights of Broadway do many a laughy stunt. They raise a full quota of chuckles and howls here.

## No Royal Road To Stardom

Since there is no college course in becoming a movie actor, players manage somehow to get before the cameras in a multitude of ways, many of them odd.

Veronica Lake, for instance, owes her movie career to the fact that she casually accompanied a girl friend to a studio interview. The executives took one look at small, blonde Veronica and offered her a part instead.

Dolly Loehr, a winsome, blue-eyed brunette of 14 summers, got her film start by coming to the studio with a girl friend who was trying out to be featured violinist in a musical. Dolly just came along to accompany on the piano. Instead, Dolly was given a featured role as a pianist.

J. Carrol Naish did it by giving blood—in a transfusion to a movie magnet.

A good example of the Cinderella approach is afforded by Ellen Drew, who was a waitress in a Hollywood confectionery shop when an actors' agent asked for a soda and told her she ought to be in pictures. It was almost the same with Lana Turner, except that she was on the other side of the counter—a customer having a soda—when an influential gentleman picked her for pictures.

## Studios Busy On New Stars

Gone are the days when studios signed pretty actresses to term contracts and gave them nothing to do but pose for leg-art photographs.

Today young contract players work harder than many stars. And that goes double for the men, since enlistment in armed services has greatly increased the margin of demand over supply.

All studios have speeded up their systems for development of new talent. Consider, for instance, RKO-Radio's intensified training plan.

Young contract players who are not in current pictures must rehearse all day, five days a week, for stage presentations. Nights and Sundays they present these plays at military camps.

Two players are trained for each role in these dramas and comedies. Understudies are necessary because the casts are frequently raided by the film directors.

Far from languishing without opportunity to face a camera, the RKO-Radio contract players get extensive screen experience almost from the moment they're signed.

## Regal

### MRS. MINIVER

**Payoff:** A truly great picture, one that will be an early challenge for the Oscar. It has captured the same spirit of reverence for the dignity of ordinary life which gave "How Green Was My Valley" and "Goodbye Mr. Chips" its distinction.

**What Goes On:** The picture opens as an idyll of family life in one kind of England, an idyll that is shattered by Britain's acceptance of Hitler's challenge. Three stories are told in the scenario, the family life of the Minivers, the love story of their son and the granddaughter of the snobbish local grand dame, and the competition for first prize at the annual rose show between the grand dame and the station master.

**Sizeup:** The utter sincerity of the acting, the perfect casting, the complete absence of the slightest tinge of hokum, and the natural blending of every phase of the story makes it a high spot in contemporary screen history. Every type of audience will embrace it warmly.

Greer Garson, as Mrs. Miniver, may have easily turned in the year's best feminine performance and Walter Pidgeon, as her husband, provides the same solid genuine role that he's famous for. Henry Travers, as the simple station master, is a standout, as is Dame May Whitty as Lady Beldon. Teresa Wright and Richard Ney, as the sweethearts, provide wholesome and heart-filling appeal.

Make no mistake, this picture belongs with the all-time best.

### TORTILLA FLAT

**Payoff:** Extremely entertaining but shy on excitement and loud comedy. The names are big and may help pull them in—Spencer Tracy, Hedy Lamarr, John Garfield, Frank Morgan, Akim Tamiroff and Allen Jenkins.

**What Goes On:** A bunch of lazy loafers, led by Tracey, sleep under the stars, steal their food and just let the rest of the world roll by. Lamarr intrigues one of them, Garfield, who is torn between her charms and Tracey's anti-Lamarr blarney and con-ning. Garfield, plagued by love, goes bad and gets hurt, leading to the temporary reform of Tracey and to Lamarr's arms.

**Sizeup:** The acting honors belong to Frank Morgan, a dog-loving, pious character. Morgan gives the picture some real sentiment. The roistering music and backwoods Californian Mexican peasantry are pleasant to the ear and eye. The photography is superb.

## EXHIBITORS BOOKING ASSOCIATION

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Frank Meyers, Manager



FRANK REID, of the Park, Chatham, has a program made up with his complete June attractions. These are handed out to patrons when leaving the theatre. They are also distributed through a cafe close by. The cafe owners, by the way, pay half the printing costs.

AN all out effort by Steve McManus of the Bayview, Toronto, is tied up with a druggist in the district—running a Baby's Photograph Contest for the month of June. Steve has his program for the month printed on a folder type card, on the back of which he asks the mother of every baby to enter her young hopeful's picture. Each week two photographs are posted in the lobby of the theatre. Upon declaration of identification to the theatre manager, the mother or father of the child will receive a prize donated by the druggist in question, who sends out personal letters enclosing a program of Bayview Theatre Hits for the month of June.

## Wilcox Ready For Tour

Producer Herbert Wilcox is in Toronto for rehearsals of the special Canadian tour, for the benefit of the Air Marshal Fund for the RCAF.

Mr. Wilcox announced the complete cast of distinguished players who will donate their services in performances throughout Canadian cities of a two and a half hour show featuring Noel Coward's "Still Life," Monckton Hoffe's short play "The Lady Who Wishes To Be Known as Madame," and a forty minute musical divertissement.

The cast of players, who will join Mr. Wilcox include: Anna Neagle, C. Aubrey Smith, Colin Keith-Johnson, Lady Hardwicke, Robert Coote, Richard Gaines, Victor Carrel, Moyna McGill and David Tihmar.

The tour opens at Toronto on the 15th at the Victoria Theatre, and plays at the Capital Theatre, Ottawa on the 17th, and at His Majesty's Theatre, Montreal, on the 19th. The company will play at Winnipeg on June 23rd, Regina on the 25th, Edmonton on the 27th, Calgary on the 29th, Vancouver on July 2nd, Victoria on July 4th.

The orchestra of 60 and the stage company of 400 will be drawn from the RCAF, the Northwest Mounted Police, the Army, Navy and Women's Air Service.

Famous Players of Canada have donated their theatres, staff and lighting to the tour, the playwrights their plays, and Mr. Wilcox his services.



Contributions to this column will be greatly appreciated from any member of the motion picture industry, from coast to coast, whether he has chain affiliations or is strictly independent.

Address all letters to "What Did You Do?" c/o Film Weekly 21 Dundas Sq., Toronto, Ont.

FOR "South American George" Bob Brown of the Vanity, Windsor, had a street bally. This was carried on at the busy intersections, at the busy hours and consisted of an accordin player, a tap dancer, a tango dancer and a singer, all dressed in Argentine costumes. It caused a great deal of interest and brought many snappy comments.

ON "Volga Volga" Stewart Gillespie, of the Marks, Oshawa, did some advance work with the Russian population. He dug up a Russian typewriter and had a very inviting letter written in Russian and sent out to the Russian section of the town. This letter read as follows. "To The Russian People of Oshawa I, as the manager of the Marks Theatre, take pride in announcing to my Russian friends a picture of great interest, the title of which is "Volga Volga." It is scheduled to appear here Monday, Tuesday, and Wednesday. It is a prize winning Soviet musical comedy, filmed on the banks of the Volga and on the waterfront of Moscow. It stars Orlova, captivating Russian film actress and features many of Russia's greatest musicians and choral groups. This picture is one of the few photographed in Russia at war and was conveyed to Canada with great difficulty. The presentation of this film affords a great opportunity to Oshawa Russians to view the achievements of their native Russia and I regard it as a pleasure to be able to bring it to you. I hope you will all avail yourselves of this opportunity and come out for a very enjoyable time!"

MEL STEPHENS, of the Granada, Dunnville, had an advance campaign on "No Greater Sin." He had one-sheets, window cards and heralds all through the district. He also contacted a great many Doctors, Clergy, Military Officials etc. and sent invitations to these for a preview of the picture. He also had cards 8 x 12 put in every public rest room. These read "You owe it to yourself, you owe it to yourself, you owe it to your family to see 'No Greater Sin'."

ON the Charlie Chaplin festival, Charles Smith, of the Royal Theatre, North Bay, had heralds delivered to the homes, schools, and the people on the streets. He had spotlights focused on a gaily colored marquee. This was visible from quite a distance and attracted much attention.

ERNIE WARREN, of the Midtown, Toronto, put out a substantial campaign on "Jungle Book." The marquee was dressed with a cut-out 24 sheet, which was stretched across the front. It was very colorful by day and very effective by night, as it was illuminated with 150 watt projector spots, tied into the regular flashing border. The usherettes wore "Kepis" with the title "Jungle Book" stencilled on in flitter. This was used two weeks in advance and Neon stage letters were used at the same time. A particularly effective standee cutout was used four weeks in advance and in front of the theatre currently. This was made up of 20 stills and cut out lettering. Special one sheets were used, also large sized heralds plugging the "Mysteries of India." These were delivered free inserted in Liberty Magazine. They also came through with a snappy plug on their Saturday morning radio program and bulletinized all members of their Victory Club, totalling over 500. Readers, scene cuts etc. were gratis.

TOMMY MASCARO, of the Capitol Theatre, Belleville, mapped out a campaign for "On The Sunny Side" which included various window tie-ups with restaurants, sporting goods stores, boys wear, etc. Also a throwaway sheet listing all stores tying in on this deal.

These were spotted prominently in all business establishments, street cars and private homes. Max also had a lobby set piece made up, plugging the children's matinee, admission for 3-10' records. Large 5' dummy record was set behind, powered by motor, copy plugging both Formby's latest recording and Charlie Chaplin's latest picture, as the "Laughter Cue for '42."

FOR the George Formby picture, "On The Beat," Max Philips, of the Regent, Sudbury, promoted samples of wallpaper and had trick heralds made up and sold on the angle, "We're tearing the paper off the walls—crowds to see Formby etc!"

FRANK MILEY, Jr., of the Granada, Napanee, got a front page notice on the Grand Victory Legion to the effect that the children in four weeks had collected over four tons of scrap for the IODE.

FOR "Sailors On Leave" Ralph Teide, of the Century, Trenton, built up interest by a display out front, announcing that the first ten sailors on leave (in uniform) would be admitted free of charge to witness same. Writes he: "I didn't know so many Air Force boys wanted to be sailors."

## Film Folk Lead In Big Wages

Motion picture stars and producers led the nation's money-earners again in 1941, according to reports filed with the American Securities and Exchange Commission.

L. B. Mayer, managing director of Loew's Inc., whose 1941 earnings were listed at \$704,426, had the highest income.

The highest paid movie star, Clark Gable, was in second place with earnings of \$357,500 from Metro-Goldwyn-Mayer. Third was Nicholas M. Schenck, president and director of Loew's, with \$334,204.

On the basis of filings revealed thus far, the following film folk were among the biggest money-earners:

L. B. Mayer, managing director, Loew's, Inc., \$704,428.

Clark Gable, M-G-M actor, \$357,500.

Nicholas M. Schenck, president and director, Loew's, \$334,204.

Darryl F. Zanuck, president, 20th Century-Fox Film Corporation, \$260,000.

Charles Boyer, French movie star, \$220,833.

Ginger Rogers, actress, 20th Century-Fox Film Corporation, \$215,000.

Mayer's earnings showed an increase over his 1940 figure, which was \$697,048.

Others who topped the \$200,000 mark for 1941 included Universal Pictures' Deanna Durbin with \$203,166, and Bing Crosby, whose mark for 1941 included Universal Pictures in 1940 but was not listed by that company for 1941. Decca records reported his earnings were at \$100,640.



# Man, It's Hot In There!

## HEAT CORES

THE majority of complete air conditioning systems now operating in theatres include heating and winter air conditioning. Thus, when the compressor and cooling sections have been shut-down, the heating coils and controls should be inspected before winter operation starts. A great deal of care for the heating coils is not required, so we will just mention the obvious points:

1. Brush off the surface of the coils once or twice during the

## Revivals In New York

**Algiers**—1938 romantic drama; Boyer, Lamarr, Gurie.

**Bluebeard's Eighth Wife**—1938 comedy-romance; Colbert & G. Cooper.

**Dark Command**—1940 romantic western melodrama; W. Pidgeon, C. Trevor.

**Divorce of Lady X**—1938 technicolor comedy; L. Olivier, M. Oberon.

**Drums Along The Mohawk**—1939 technicolor melodrama; Fonda & Colbert.

**Housekeeper's Daughter** — 1939 farce comedy; A. Menjou, J. Bennett.

**Joy of Living**—1938 comedy; L. Dunne, D. Fairbanks, Jr.

**Lives of a Bengal Lancer**—1935. Adventure in India; G. Cooper, F. Tone.

**Lost Horizon**—1937 film dramatization of Hilton's novel; R. Colman, J. Wyatt.

**Lloyds of London**—1937 historical British drama. T. Power, M. Carroll, F. Bartholomew.

**Metropolitan**—1935 operatic film, Tibbett.

**Of Mice and Men**—1940. From Steinbeck's novel; B. Meredith, L. Chaney, Jr.

**Port of Shadows**—1939 French drama, Eng. subtitles; J. Gabin, M. Morgan, M. Simon.

**Road to Glory**—1936 war melodrama; F. March, W. Baxter.

**Silver Cord**—1933 romantic drama, film version of the famous play; I. Dunne, J. McCrea.

**Submarine D-1**—1937 drama; G. Brent, P. O'Brien.

**They Won't Forget**—1937 lynching melodrama; C. Rains, G. Dickson.

**Three Cornered Moon**—1938 comedy; Colbert.

**Unfinished Symphony** — 1934. Life of Schubert.

**Whole Town's Talking**—1935 comedy-melodrama; E. G. Robinson.

(LAST ARTICLE)

## How to Guard Against Trouble With the Ventilation System—Repairs Are A Problem Now

season, or as necessary.

2. Check the stem traps to make sure that they are not stuck or otherwise not functioning. If there is a cold coil or if a section of the coil remains cold, have the plumber or steamfitter check the steam line and traps.

### FILTERS

THE filters on any air conditioning job should have constant attention and be kept clean. A dirty filter will choke up the system and thus overload the motors. If your system is equipped with throw-away type filters, special attention should be given to this section. Filters of this type should not be used after they have become dirty. It is false economy to continue to use dirty filters. For economical and efficient operation the permanent type filter that can be washed with water will last indefinitely if given regular attention. The permanent filter is generally scientifically designed to have a much higher dust holding capacity and greater free air passage, thus eliminating the hazard of a clogged system and motor overload.

### GENERAL INFORMATION

COMMON-SENSE operation of the system will prolong its normal life. Don't expect the ventilating, comfort cooling, or air conditioning system to dance a jig or do more than one has a right to expect from it. Just as one would not expect to run an automobile constantly at a 70 mile per hour speed, so one should exercise judgment in operation of his mechanical equipment.

THE blower, the ticker or "heart" of the system from the standpoint of aid handling, was designed by its manufacturer to operate at a certain normal speed. Do not attempt to increase this speed beyond what is recommended by the blower manufacturer. Not only will that cause more wear on the blower shaft and bearings, but it may likely overload the motor.

If there is reason to believe that the motor is not functioning properly or is becoming overheated, shut it off and call in an electrician. He can take an ammeter reading which will show exactly the wattage the motor is drawing. He can then compare that with the nameplate rating shown on the motor itself, to determine if it is overloaded. A change in the pulley

ratio between the blower pulley and motor pulley can then be made so that the blower speed will not be such as to overload the motor or, if required, one may have to get a larger motor to replace the one in use. While this is done the electrician should make sure that the type of control now used has overload protection built-in or that the line has been correctly fused to guard against motor overload. Accidental means can occasionally cause the motor to overload, such as a sudden release of air resistance (static pressure) against which the blower and pulley sizes were selected. Sometimes just leaving an equipment room door wide open will cause this release of pressure and a subsequent motor burn-out.

As this article is being written there are no Governmental restrictions on the purchase or sales of blower equipment other than what might be caused by shortage of materials, such as bearings and belts, which are difficult to procure. If the present blower equipment is in such condition that, perhaps because of long usage there is a probability it may give out, it still can be replaced. However, there is no need to become unduly excited if the blower is of modern design, built and installed within the last 8 or 10 years, and apparently is in good operating condition.

Whether air washer and dehumidifiers can be replaced is difficult to state at present. This will depend upon the availability of galvanized steel. While copper bearing steel cannot be used except on defense applications, the use of galvanized iron has not been prohibited. At present, air washers and dehumidifiers are being built, and they may be available for some time to come. However, it must also be kept in mind that motors, starters and pumps are required for a complete system, and these items are becoming needed more and more in the national defense program. Evaporative coolers are in production at least by one of the large manufacturers at present, and can be purchased for immediate installation as this article is written.

Manufacturers in the air conditioning industry are doing their utmost to cooperate with the leaders of our Government in making available for defense purposes as much of their production facilities and inventories as can be utilized

for the national good. However, exhibitors may be assured that these same manufacturers are fully cognizant of their responsibility to every customer who has purchased equipment of its manufacture, and the industry as a whole is desirous of continuing to serve its theatre customers in every way possible consistent with the restrictions and material requirements of the fighting forces.

## Coast Committee On Conservation

The motion picture's constant awareness of the need for conservation of material was given added impetus when the Motion Picture Conservation Committee announced an extensive program to save millions of feet of raw film during the current production year. Estimates varied as to the actual amount of film to be cut down, but a great reduction of the 135,000,000 feet used last year was promised.

In accepting chairmanship of committee, M. C. Levee of Artists Managers Guild said, "We must have immediate action, not conversation. This industry is on its honor. We have a responsibility in economy in use of film, and we must shoulder it no matter whom it affects."

George Murphy of Screen Actors Guild suggested that savings could be effected if actors would learn their lines better, if directors would make fewer takes and if all others would co-operate.

Frank Tuttle of Screen Directors Guild said "the directors accept a large part of responsibility for economies, we have written to every member asking for suggestions. We must have more careful planning, shooting and entire revision of our old points of view."

One point emphasized was that there would be no letdown in quality of pictures, and it was predicted that the effort to save film as a means of helping in the nation's war effort probably would result in new practices throughout industry — with better pictures through better planning, directing and general co-operative work all down the line.

## Allan Ladd Again

Alan Ladd, who made such a hit in "This Gun for Hire," has been cast for one of the star roles of the best-seller, "Storm," by Paramount. Ladd's next appearance before the public will be as a sinister character in Dashiell Hammett's, "The Glass Key."



## Champ 'Juke Girl' Is Ireton's Idea

The contest beauties have a new sister, the "Juke Girl"—and just when it looked as though the charming exhibitionists of various sorts had faded out the public fancy. On June 3rd a number of the phonograph fiends lined up on the open stage of Toronto's Sunnyside Park for weeding and selection.

It remained for Glenn Ireton, Vitagraph's vigorous hired booster, to come up with the contest idea—in advance of local bookings of "Juke Girl," which features Ann Sheridan, Ronald Reagan, Richard Whorf and George Tobias. Listed to do the public appraising were Roly Young, Helen Allen Rai Purdy, Monica Mugan, Ray Lewis, Hye Bossin, Eddie Guest, Jim Cameron and pappy Ireton himself.

Ireton hooked up with Ontario Amusement Machine Association, the juke box boys, for this one. Toronto winner gets a free trip to Montreal in time to help select a local copy on the stage of the Capitol Theatre, said local copy being booned with a trip to Quebec City.

The Vitagraph exploiter got space from the screen scribes for the contest by admitting brazenly in his press release that "it's all a press agent's brainstorm to popularize the title of Warner Bros. latest starring vehicle for Ann Sheridan, entitled 'Juke Girl.'" The boys and girls dropped their guards in surprise.

Norine McLaughlin, a beautiful redhead, was the winner. She tied with Billie Hallam, the ex Miss Toronto for the judge's choice and the audience gave her the decision.

Plenty of press space and photos resulted.

## Ottawa Bow for 'Birth of a Baby'

Pioneer Films' long-awaited social picture, "Birth of a Baby," gets its Canadian premiere in Ottawa tonight. Various Dominion health councils and officials have given the picture their wholehearted sponsorship.

The film, which bows in at the Regent, Ottawa, a Famous House, was made by the Maternal Welfare Committee of the United States.

## John Barrymore Buried in LA

John Barrymore, famous star of stage and screen, who died last week, was buried with a brief, simple Roman Catholic ceremony in the Mausoleum of Calvary Cemetery, Los Angeles. One hundred invited guests were present.

# ECHOES and REFLECTIONS

## A Token of Esteem

These are the days when we are on the most intimate terms in our history with the cousins across the line. Adversity has made them our allies as well. The motion picture has had much to do with eliminating any modern mental barriers between us. Canadian and American film men, socially and on business, have long forgotten about the border as a dividing line.

A mere straw indicates the wind and small things are the greatest evidence of our friendship.

It is with these thoughts that we lead into a tale about a chunk of expensive alloy molded into a symbol of personal and international affection. This symbol is a loving-cup, tall and elegant; a fine example of the trophymith's craft.

On it are two crests, one draped with the Union Jack, the other with the Star-Spangled Banner. Below them, in raised lettering, is this unique dedication:

PRESENTED BY THE BOYS  
AS A YULETIDE OFFERING

to the

KING AND QUEEN

In loving memory of a pleasant trip to  
WINDSOR CASTLE

Christmas, 1910

Then follows a list of donors.

Such informality in dealing with the throne is interesting. The custodians of the trophy couldn't explain it. But investigation turned up an unusual story

## A Man and His Friends

Back of the ornamented vessel was a man who strode lustily across the Toronto scene some thirty-five years ago. He was John D. Bingham. A versatile man interested in boating, photography and music, his friends were recruited from the arts, lively and otherwise, on both sides of the border.

This we learned from Isidore Witmark, the famous music publisher, now retired, whose name was one of those on the trophy.

A fine host, Mr. Bingham's lodge at Dorsett, Ontario, was the rendezvous of a gay and talented crowd. It was known as "Windsor Castle." After a Christmas party the appreciative zany host and hostess with the loving-cup, on it dubbing them "King and Queen."

It is said that Mr. Bingham, with a grandiloquent gesture and a twinkle in his eye, sent it to Buckingham Palace. It was rejected as a gift.

## A Tale of Love

Charles D. Bingham and Isidore Witmark were close friends. Many of the American guests were sponsored by Witmark.

Now retired, several years ago Witmark issued an autobiographical book, "From Ragtime to Swingtime," which is a history of the popular song in America. In it he referred to the days of the Bingham. To us he wrote that his fondest memories of the past are of 'Windsor Castle'.

News of the loving-cup, his letter said, "brought back happy and sad memories. I say sad because most of the fellows on that trip are not with us any more.

"King Bingham was a grand man and so was his queen. It was at his place that yours humbly was first stricken with romance. And the lady became Mrs. Witmark. Unfortunately, she passed away some years ago.

"Part of our honeymoon was spent at 'Windsor Castle'."

## This Relic of Happy Hours . . .

Where the loving-cup has been since Mr. Bingham's passing so many years ago is a mystery. So are its present whereabouts.

When last—and first—we saw this relic of happy hours it had fallen on bad days.

It rested on a bailliff's shelf—seized for somebody's room rent!

## Green, Director Joins Columbia

Alfred E. Green, well-known Hollywood director, has been placed under long term contract by Columbia, and will report on June 1, for his initial assignment. Green recently completed the studio's "Meet The Stewarts," which, with William Holden and Frances Dee headlined, will be released this month.

\* \* \*

Jack Shay, Ed Laughton, George Neise and Byron Shores joined the cast of "He's My Old Man," Columbia's father and son aviation drama, now in work under the direction of Sidney Salkow. Pat O'Brien stars in the senior role, with Glen Ford as his son, and Evelyn Keyes in the feminine lead. Young Douglas Croft portrays Glenn Ford as a boy.

\* \* \*

Six of the eight young housewives who will play important parts in "Blondie For Victory," latest of this popular series of comedies based on Chic Young's daily cartoon strip, were signed yesterday. The additions are Helen Dickson, Bessie Wade, Lorna Dunn, Minta Durfee, Ruth Cherrington and Volta Boyer. Jean Inness and Edyth Elliott were previously assigned to similar roles. All the old "Blondie" favorites are again seen in the lineup for "Blondie For Victory," including Penny Singleton, Arthur Lake, Larry Simms, Danny Mummert, Jonathan Hall and Daisy the dog. Frank Strayer, who directed all the previous "Blondies," is at the megaphone.

## Aussie Public Against Sunday Shows

A recent poll by the Australian Institute of Public Opinion showed that 71 per cent were against the opening of theatres on Sunday. Eight per cent voted yes, while the rest were undecided.

American soldiers raised such protests against the lack of Sunday shows, a fixture in the USA, that Melbourne and Sydney now allow one theatre to open Sunday night for soldiers and their girl friends.

## Selznick to Make Dressler Life Story

Marie Dressler, the late beloved Canadian-born star who died some years ago, will be immortalized by David O. Selznick. Though a shooting script is ready, production will not begin for a while.

Selznick distributes through United Artists.



# Snips and Snaps . . .

## SHIRLEY TEMPLE, GLAMOUR GIRL

### Pirate



Robert Preston plays a pirate wrecker in "Reap the Wild Wind." In the picture he's a brother of Raymond Massey.



As attested to by the above new picture by Hollywood's famous photographer, Hurrell, the moppet that was Shirley Temple has given way to a charming and—yes, glamorous—young lady of fourteen. Shirley wears this new mantle with much grace and aplomb in the new United Artists film release, "Miss

Annie Rooney," produced by Edward Small, and on the popular radio program, "Junior Miss," heard every Wednesday from 9:00 to 9:30 P. M., E. W. T., over the Columbia Broadcasting System. Incidentally, of particular interest to Temple fans is the fact that Shirley receives her first grown-up kiss in "Miss Annie Rooney."

### Villain



Raymond Massey, the Canadian actor, who plays the role of King Cutler, leader of the pirates, in Paramount's "Reap the Wild Wind," a technicolor spectacle directed by Cecil B. DeMille.

### Spies



Donald M. Barry, Rhys Williams and Robert Emmet Keane in a scene from the new Republic picture, "Remember Pearl Harbor."

### Plenty of Action



The flaming activity of Columbia's "Submarine Raider," a story of Pearl Harbour, is pictured above. John Howard and Marguerite Chapman are featured.

### Lovers



GEORGE RAFT and Janet Blair in Universal's lavish version of the sensational stage hit, "Broadway."